

INTRODUCTION

WHO Mega Country Health Promotion Network

The WHO Mega Country Health Promotion Network was born out of recognition of the potential to impact world health by forming a partnership among the most populous countries. Eleven countries in the world have a population at or exceeding 100 million: Bangladesh, Brazil, China, India, Indonesia, Japan, Mexico, Nigeria, Pakistan, the Russian Federation, and the United States. These Mega countries represent all levels of development and are experiencing different evolutions in the shifting disease and death patterns. Together, these diverse countries represent over 60 percent of the world's population.

The mission of the Mega Country Health Promotion Network is to strengthen capacity for global and national health promotion, enhance the health of the Mega country populations, and beyond the Mega countries, support the health of the world's population. One goal supporting this mission is to improve the evidence base for health promotion by strengthening capacity to conduct behavioural risk factor surveillance.

The Mega countries, along with many other countries in the world, are currently faced with a rapidly expanding and huge burden due to noncommunicable diseases (NCDs). Surveillance of risk factors provides a foundation for developing and implementing targeted NCD prevention and health promotion policies and programs. In order for countries to collect global and national priority NCD risk factor data in a sustainable manner, capacity must be strengthened. The goal of the Mega Country Health Promotion Network is for the Mega countries to work together to contribute to the development of a common core questionnaire and build each country's capacity to conduct behavioural risk factor surveillance.

Topics covered

To establish and maintain behavioural risk factor surveillance, important technical and structural topics need to be addressed. Technical topics include all the surveillance components that must be carefully considered in order to establish an effective surveillance system. Technical topics covered in this

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handbook are:

- Questionnaire development
- Methodology
- Sampling plan
- Staff recruitment and training
- Data collection and field operations
- Data management
- Data processing
- Data analysis and reporting

Structural topics refer to those topics that are addressed to help ensure surveillance system sustainability. These topics, to be included in a companion handbook, include:

- Obtaining buy-in
- Creating and expanding infrastructure ("info-structure")
- Linking data collection efforts to disease prevention and health promotion
- Communicating effectively

Layout of handbook The handbook is divided into eight sections, one for each technical topic. Each section presents an overview of the topic, followed by action steps to be taken, important considerations to be made, and goals and agreed-upon standards that may apply. Resource materials and examples can be found at the end of each section. These resource materials and examples can easily be pulled out and modified or copied for your own training and surveillance implementation purposes.

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DATA ANALYSIS AND REPORTING

GOALS AND STANDARDS

Goals

- Ensure that data are published in report(s) to avoid the "reports sitting on shelves" phenomena.
- Link results to NCD prevention programme and policy development.

Standards

- Produce reports that are geared toward the specific audiences reading the reports.
- Keep reports targeted to policy- and decision makers brief and use graphics.

DATA ANALYSIS AND REPORTING

IMPORTANT CONSIDERATIONS

Types of reports Various types of reports will need to be prepared. These include:

- Prevalence reports for each participating site
- Combined data reports across sites (prevalence data)
- Quality control reports
- Public relations brochures
- Executive reports for policy makers, politicians, and other who do not have time to read detailed documents

Developing effective reports Regardless of the types of reports prepared, make them interesting, clear, and concise. Avoid using jargon, abbreviations, or acronyms. Define terms that the average reader might not understand.

Tables, graphs, and charts should be regarded as complements to text. They do not need to be described in detail. Figures can be used to create interest, attract attention, save space, better convey quantifiable information, and show relationships between results. Results will have greater impact if findings are summarized in attractive tables, graphs, or charts.

Pay attention to the visual appeal of written reports. Solid pages of text tend to turn readers off. To avoid that effect, make use of headings, subheadings, and well-placed tables, charts, or other graphics. Reports should be presented in logical order, using active instead of passive language. Summarize data in the most complete and effective manner. Recommendations and suggestions for action should be stated objectively and be based on the results.

Working with key advisors Preparation of reports on subjects that may be controversial are best undertaken with input from key advisors. Make sure to provide opportunities for input from advisors. Use feedback from the advisors to generate conclusions and recommendations that will be incorporated into reports.

Importance of turning data around quickly Turn data around quickly to:

- Impact policy decisions
- Make sure results are timely and meaningful
- Increase visibility of the surveillance effort to also

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IMPORTANT CONSIDERATIONS

increase funding possibilities

**Working with a
statistician to
analyze survey data**

Working with a statistician helps to provide assurance that the data reported are correctly analyzed, using the most effective and state-of-the-art methods. Involving a statistician also helps to ensure that data are being analyzed to their utmost capacity.

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ACTION STEPS

comprehension and utility.

Work with the media It is important to disseminate findings to the public to increase visibility and potential funding support for data collection efforts.

Conduct more sophisticated analyses Conduct more sophisticated analyses in order to:

- Advance the evidence-base for NCD prevention activities
- Better utilize the nature of the data collected, particularly with regard to analyzing frequently collected data to incorporate time as an element of the analysis

DATA ANALYSIS AND REPORTING

ACTION STEPS

Determine which data analysis software package to use When choosing which software package to use, take complex sampling designs into account. Examine various packages to determine strengths and weaknesses, difficulty/ease of use, possibilities of training, and cost and availability. The software package chosen must allow for data weighting.

Compile results Determine what analyses are to be carried out and by whom. Begin by keeping the analysis plan simple. Determine which demographic data will be used to analyze the data (e.g., gender, age, race/ethnicity, education, income level). Weight the data using statistically sound programmes. Turn the data around quickly.

Plan reports In planning reports, consider the style, format, and content of the product you will target according to the audience you want to reach. Before you begin to plan reports, decide which groups you want to address, what you hope to accomplish by sharing the survey results with each group, and what characteristics your reports should have to elicit the optimal response. For each group, consider factors such as existing levels of knowledge, key concerns and issues, types of presentations that will catch that group's attention, and types of activities likely to motivate the group to take action.

The mechanisms selected for disseminating surveillance results are dependent upon the audiences to be reached and the impact desired on those audiences. After data have been analyzed and interpreted, problem areas can be targeted and materials can be developed to be directed at the most appropriate audiences to address those problems.

Produce reports Data reports can be used to:

- Provide information to policy makers to contribute to policy development
- Produce scientific journal articles to contribute to the evolution of a research base
- Produce agency reports
- Produce newspaper/magazine articles and other health promotion materials to inform the public

Gear report writing toward specific audiences to ensure maximum

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Data are used to target NCD prevention and health promotion policy and programme development. In addition to improving public health strategies, data can be used to:

- Provide essential information to decision makers
- Educate the public
- Publish scientific articles in professional journals

Data can also be published as other periodic reports, fact sheets, and press releases.

Examples of data use include:

- Providing data for planning health initiatives
- Determining the burden of a behaviour, such as tobacco use
- Supporting legislation, such as restricting indoor smoking or mandating seatbelt use in cars
- Informing health care providers of important behaviours and related factors
- Assessing health risks of special populations

Data analysis and report **Action Steps** include:

1. Determine which data analysis software package to use
2. Compile results
3. Plan reports
4. Produce reports
5. Work with the media
6. Conduct more sophisticated analyses

Important Considerations for data analysis and reporting include:

1. Types of reports
2. Developing effective reports
3. Working with key advisors
4. Importance of turning data around quickly
5. Working with a statistician to analyze survey data

DATA ANALYSIS AND REPORTING

Goals and standards include:

Goals:

1. Ensure that data are published in report(s) to avoid the "reports sitting on shelves" phenomena.
2. Link results to NCD prevention programme and policy development.

Standards:

1. Produce reports that are geared toward the specific audiences reading the reports.
2. Keep reports targeted to policy- and decision makers brief and use graphics.